

## ORDER



**Orders**  
**Order / Rev:** 170333  
**Alt Order #:** 08412694  
**Product Desc:** INTEGRITY WASHINGTON  
**Estimate:** 960  
**Flight Dates:** 10/10/16 - 10/23/16  
**Original Date / Rev:** 10/10/16 / 10/10/16  
**Order Type:** GENERAL

KXLY

**Primary AE:** MATT WURM  
**Sales Office:** H-DC  
**Sales Region:** NATL

**Agency Name:** Hulsen Media Services  
**Buying Contact:**  
**Billing Contact:**  
 2400 Laramie Trail  
 Austin, TX 78745

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Integrity Washington  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/19/16	27	\$8,100.00	\$6,885.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	27	\$8,100.00	\$6,885.00	4.40
<b>Totals</b>	<b>27</b>	<b>\$8,100.00</b>	<b>\$6,885.00</b>	<b>4.40</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KXLY	15%	\$8,100.00
Market	100%	\$54,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	12%	\$6,480.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	33%	\$17,820.00
KREM	40%	\$21,600.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY	10/14/16	10/14/16	11p M-F Late News Late News	CM	11-1135p	----1--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/10/16		10/10/16	10/16/16	----1--		1		\$250.00		0.00					
2	KXLY	10/14/16	10/14/16		CM	6-7a	----1--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00

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Estimate: 960  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6-7a GMNW GMNW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	----1--					1	\$300.00		0.00			
3	KXLY	10/17/16	10/17/16	M-F 1-2p General Hospital	CM	1-2p	1-----	:30	1	\$110.00	P-1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----					1	\$110.00		0.00			
4	KXLY	10/17/16	10/17/16	11p M-F Late News Late News	CM	11-1135p	1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----					1	\$250.00		0.00			
5	KXLY	10/17/16	10/17/16	6-630p M-F M-F News @6	CM	6-630p	1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----					1	\$350.00		0.00			
6	KXLY	10/17/16	10/17/16	6-7a GMNW GMNW	CM	6-7a	1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----					1	\$300.00		0.00			
7	KXLY	10/17/16	10/17/16	7-9a GMA GMA	CM	7-9a	1-----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----					1	\$320.00		0.00			
8	KXLY	10/17/16	10/17/16	Mon 8p Prime Dancing w/Stars	CM	8-10p	1-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----					1	\$1,400.00		0.00			
9	KXLY	10/16/16	10/16/16	11p Sun Late News Late News Sun	CM	11-1135p	-----1	:30	1	\$90.00	P-1	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-----1					1	\$90.00		0.00			
10	KXLY	10/13/16	10/13/16	M-F 1-2p General Hospital	CM	1-2p	---1---	:30	1	\$110.00	P-1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---					1	\$110.00		0.00			
11	KXLY	10/13/16	10/13/16	11p M-F Late News Late News	CM	11-1135p	---1---	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---					1	\$250.00		0.00			
12	KXLY	10/13/16	10/13/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	---1---	:30	1	\$80.00	P-1	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---					1	\$80.00		0.00			
13	KXLY	10/13/16	10/13/16	6-630p M-F M-F News @6	CM	6-630p	---1---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---					1	\$350.00		0.00			
14	KXLY	10/13/16	10/13/16	6-7a GMNW GMNW	CM	6-7a	---1---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---					1	\$300.00		0.00			
15	KXLY	10/13/16	10/13/16	Thu 8-9p Prime Grey's Anatomy	CM	8-9p	---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---					1	\$1,000.00		0.00			
16	KXLY	10/13/16	10/13/16	9-10a M-F Live With Kelly	CM	9-10a	---1---	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Alt Order #: 08412694  
 Flight Dates: 10/10/16 - 10/23/16

Advertiser: Integrity Washington  
 Product Desc: INTEGRITY WASHINGTON  
 Estimate: 960  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	KXLY	10/13/16	10/13/16	9-10a M-F Live With Kelly	CM	9-10a	---1---	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/10/16	10/16/16	---1---		1			\$180.00		0.00				
17	KXLY	10/18/16	10/18/16	M-F 1-2p General Hospital	CM	1-2p	-1-----	:30	1	\$110.00	P-1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	-1-----		1			\$110.00		0.00				
18	KXLY	10/18/16	10/18/16	11p M-F Late News Late News	CM	11-1135p	-1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	-1-----		1			\$250.00		0.00				
19	KXLY	10/18/16	10/18/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	-1-----	:30	1	\$80.00	P-1	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	-1-----		1			\$80.00		0.00				
20	KXLY	10/18/16	10/18/16	6-630p M-F M-F News @6	CM	6-630p	-1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	-1-----		1			\$350.00		0.00				
21	KXLY	10/18/16	10/18/16	6-7a GMNW GMNW	CM	6-7a	-1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	-1-----		1			\$300.00		0.00				
22	KXLY	10/18/16	10/18/16	9-10a M-F Live With Kelly	CM	9-10a	-1-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	-1-----		1			\$180.00		0.00				
23	KXLY	10/19/16	10/19/16	M-F 1-2p General Hospital	CM	1-2p	--1----	:30	1	\$110.00	P-1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	--1----		1			\$110.00		0.00				
24	KXLY	10/19/16	10/19/16	11p M-F Late News Late News	CM	11-1135p	--1----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	--1----		1			\$250.00		0.00				
E 25	KXLY	10/19/16	10/19/16	6-630p M-F M-F News @6	CM	6-630p	--1----	:30	1	\$350.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	--1----		1			\$350.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	KXLY	10/17/16-10/23/16	6-630p M-F		6-630p	--W-----	:30	(\$350.00)	0.00	NM				
	Credited														
26	KXLY	10/19/16	10/19/16	6-7a GMNW GMNW	CM	6-7a	--1----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	--1----		1			\$300.00		0.00				
27	KXLY	10/19/16	10/19/16	9-10a M-F Live With Kelly	CM	9-10a	--1----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	--1----		1			\$180.00		0.00				
E 28	KXLY	10/19/16	10/19/16	5-530p M-F M-F News @5p	CM	5-530p	--W----	:30	1	\$350.00	P-1	4.40	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/16	10/23/16	--W----		1			\$350.00		4.40				
													Totals	27	\$8,100.00